

Department of Tourism



Agency Dashboard Performance

Q1 FY18

Economic Development

Increase the economic impact of visitor spending on Wisconsin's economy



Metric Definition The total of direct, indirect and induced visitor spending.

Goal Met	Current	Previous	Target	Trend
	\$20.0 billion	\$19.3 billion (2015)	\$20 billion	

Reporting Cycle Annual (calendar year)

Additional Details Spending is defined as follows: direct (visitor spending on recreation, lodging, restaurants, and attractions); indirect (expenditures to business sectors that support tourism - food wholesalers, farmers, publishing); and induced (benefits to the economy as tourism employees spend money earned in the local economy). Research is conducted by Longwoods International and Tourism Economics and will be available in May for the previous year.



Metric Definition Value of media coverage earned based on cost to buy an ad in the same space.

Goal Met	Current	Previous	Target	Trend
	\$40.0 million	\$82.0 million	\$62.0 million	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)

Additional Details Target is annual. This has an impact on the state economy, job creation, and elevates our budget to be competitive with other states. There are seasonal fluctuations in media coverage.

Metric Definition Economic impact/visitor spending of international and Canadian visitors.

Goal Met	Current	Previous	Target	Trend
	\$650 million	\$550 million (2015)	\$700 million	

Reporting Cycle Annual (calendar year)

Additional Details Research is conducted by Longwoods International and Tourism Economics and will be available in May for the previous year.

Metric Definition Increase the number of sales leads generated through shows attended.



Goal Met	Current	Previous	Target	Trend
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	661	79	125	
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Reporting Cycle Annual (calendar year)
Additional Details This is a tourism industry cooperative effort with the destination interested in hosting meetings, conventions, and sporting events. There are fluctuations depending on show season.



Reform and Innovation

Metric Definition Number of fans who like the [Travel WI Facebook Page](#).

Goal Met	Current	Previous	Target	Trend
	469,717	456,615	473,750	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)
Additional Details Social media is an effective communication channel and consumers expect brands to provide information in this manner. There are seasonal fluctuations and are dependant on marketing plans.



Metric Definition People who visit [travelwisconsin.com](#) for events, articles, and seasonal reports.

Goal Met	Current	Previous	Target	Trend
	2.7 million	1.9 million	2 million	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)
Additional Details Traditional marketing along with innovative email, digital, and content marketing are driving traffic to our website to get more information. There are seasonal fluctuations. This number is up from the same period last year.

Efficient and Effective Services


Metric Definition Number of individuals trained in customer service.

Goal Met	Current	Previous	Target	Trend
	195	265	368	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)
Additional Details Exceptional customer service enhances the visitor experience in Wisconsin. People trained come from many economic sectors including health care, finance and insurance.

Metric Definition Number of completed destination assessments.

Goal Met	Current	Previous	Target	Trend
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Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)

Additional Details Through a strategic planning process, tourism amenities are identified and development projects planned.

Customer/Taxpayer Satisfaction

Metric Definition Average rating on a scale of 1-5 of the ease of use of the online grant application system.


Goal Met	Current	Previous	Target	Trend
	4.75	4.5	4.5	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)

Additional Details A new system for online grant submission launched in July 2015. Tourism awards grants for new and existing events, sales promotions, destination marketing, sports, meetings and convention promotion, and for the Tourism Information Center.

Open and Transparent Government


Metric Definition Total number of public records requests received within the reporting period.

Current	Previous	Trend
0	0	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)

Additional Details Executive Order #235 requires agencies to post public records metrics. Requests may be received verbally or in writing and are logged by the agency when received.



Metric Definition Total number of public records requests completed within the reporting period.

Current	Previous	Trend
0	0	

Reporting Cycle Quarterly (July 1, 2017 - September 30, 2017)

Additional Details Executive Order #235 requires agencies to post public records metrics. Completed or closed means no further action is required by the agency. Requests completed during this reporting cycle may have been initiated during a previous quarter.

Metric Definition Total time taken (in business days) to fulfill public records requests divided by the total


Goal Met	Current	Previous	Target	Trend
n/a	0	0	Set by Agency	N/A
Reporting Cycle	Rolling average updated quarterly (July 1, 2017 - September 30, 2017)			
Additional Details	Executive Order #235 requires agencies to post public records metrics. This metric includes requests fulfilled this quarter although the requests may have been initiated in a previous quarter. Weekends, legal holidays, time spent waiting due to an open investigation or assessment, time spent waiting for payment of invoices, and time spent waiting for clarification from requestor are not counted in total business days. Requests received and fulfilled within one business day are calculated as zero days. Fulfilled means no further action is required by the agency.			
Metric Definition	Percentage of public records requests sent to the agency's primary public requests inbox and acknowledged by the next business day.			
Goal Met	Current	Previous	Target	Trend
n/a	n/a	N/A	100%	N/A
Reporting Cycle	Rolling average updated quarterly (July 1, 2017 - September 30, 2017)			
Additional Details	This does not include requests sent via channels other than the primary public requests inbox. Acknowledged is defined as a response sent back to requestor by the next business day. Business days do not include weekends or legal holidays.			
Metric Definition	Percentage of current employees that completed public records training by March 1 of each calendar year.			
Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A
Reporting Cycle	Annual (March 1, 2016 - February 28, 2017)			
Additional Details	Public records training is available to state employees via our enterprise learning management system. All state employees (permanent, project, and limited term) are required to complete this training. This metric is measured annually on March 1 for employees that started before February 1. Data does not include employees who completed the training, but left employment before the end of the reporting cycle.			
Metric Definition	Percentage of new employees that completed public records training with 30 calendar days of their start date.			
Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A
Reporting Cycle	Rolling average updated quarterly (July 1, 2017 - September 30, 2017)			

Additional Details

Public records training is available to state employees via our enterprise learning management system. All new state employees (permanent, project, and limited term) are required to complete the training within 30 calendar days of their start date.

Metric Definition

Percentage of exiting employees that received notice of public records retention

Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A

Reporting Cycle

Quarterly (July 1, 2017 - September 30, 2017)

Additional Details

It is required that all exiting employees receive notice of public records retention obligations on or before last day of employment.